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The blow head assembly for an I.S. machine for blowing a parison of glass in a blow mold and cooling the blown parison into a formed bottle which can be removed from the blow mold comprising

a blow head arm,

at least one blow head supported by said blow head arm,

each of said blow heads including an inlet for supplying air to the interior of a parison, displacement means

for lowering said blow head arm from a retracted position to an "on" position whereat the blow head engages the top surface of a blow mold,

for raising said blow head arm, at a predetermined time after the blow head engages the top surface of the blow mold a selected vertical distance above the top surface of the blow mold from said "on" position to an exhaust position to allow air to escape from the blow mold,

said selected vertical distance being selected so that at least a minimum pressure will continue within the formed bottle, and

for maintaining said blow head at said exhaust position for a predetermined time and then raising said blow head to the retracted position.

- 2. A blow head assembly according to claim 1, 30 further comprising input means for inputting said selected vertical distance.
 - 3. A blow head assembly according to claim 1, further comprising input means for inputting said predetermined time.

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- 4. A blow head assembly according to claim 3, wherein said pressure setting means further comprises means for determining when the parison has been blown and wherein said predetermined time is the time when the parison has been blown.
- 5. A method of blowing a parison of glass and forming the blown parison into a bottle in a blow mold of an I.S. machine comprising
 - a. providing a parison of glass in a blow mold,
 - b. engaging a blow head with the blow mold,
 - c. providing air under pressure through the blow head into the parison to blow the parison,
 - d. detecting the point where the parison is blown,
 - e. lifting the blow head on said detection to provide an exhaust for air while continuing to supply air through the blow head into the parison until the blown parison is cooled to the point where a formed bottle can be removed from the molds.